

### **REMARKS/ARGUMENTS**

Applicant has reviewed and considered the final Office Action dated August 10, 2007 and the references cited therein. In response thereto, claims 23-24 are amended; claims 1-22 and 26 were canceled without prejudice or disclaimer. As a result, claims 23-25 and 27-31 are pending in the present application.

#### **Objected Claims**

Claims 23-24 are objected to because of the use of the term "therebetween". Claims 23-24 are amended to delete the term without prejudice or disclaimer.

#### **Rejections under 35 U.S.C. § 102 and under 35 U.S.C. § 103**

Claims 23-24 are rejected under 35 U.S.C. § 102(e) as being anticipated by Henson. Claims 25-26 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Henson in view of Hanzek and still further in view of Thompson.

Also, on page 2, paragraphs 3 and 4, of the final Office Action, the Examiner stated that the recitation "building a custom specification and a quote for purchasing a piece of equipment by a potential customer from a salesperson in a transaction therebetween" has not been given patentable weight because the recitation occurs in the preamble of claims 23 and 24. Applicant respectfully submits that the recitation now is positively recited in the body of claims 23 and 24. Consideration of the recitation is respectfully requested.

Also, as presented in the prior response and in light of the informality amendments, Applicant respectfully traverses the rejections for at least the reasons below.

Claim 23 now recites a method in a computerized system for building a custom specification and a quote for purchasing a piece of equipment, by a potential customer from a salesperson, comprising: making a request in the computerized system to build the custom specification and the quote to purchase a piece of equipment based on the built custom specification; providing at least one pre-engineered specification to at least one of the potential customer and the salesperson, wherein the pre-engineered specification is a specification for one or more designs of a component for which existing designs have been completed; displaying the at least one pre-engineered specification for the equipment; electronically soliciting from the at least one of the potential customer and the salesperson a selection of one of the at least one pre-engineered specification; electronically soliciting from the at least one of the potential customer

and the salesperson a manufacturer of one component of the equipment; displaying options and prices for the component and allowing the at least one of the potential customer and the salesperson to select at least one option for the component, wherein the displaying options and prices includes updating the displayed options and prices after an interrelated option has been selected; generating a report showing the options selected for the component and a subtotal cost for the component; and generating a report showing the components selected and the total cost of the equipment.

Henson discloses a web-based online store. Henson does not disclose or teach a method of building a custom specification and a quote for purchasing a piece of equipment by a potential customer from a salesperson as recited in claim 23. The claimed invention relates to a purchasing and/or leasing transaction of a piece of equipment between a potential customer and a salesperson who frequently is not an engineer skilled in the design of the equipment (see Background section of the present invention, e.g. pages 2-3 of the present application). The claimed invention allows the potential customer and/or salesperson to obtain pre-engineered specifications that will meet almost any potential customer's need, thus limiting the time required for the salesperson to work with each customer to select options. Reducing the time the salesperson spends with each customer in this manner may allow the salesperson time for more customer contracts, quicker quote generation for each customer, and thus more sales (see at least lines 14-18, page 21 of the present application). Henson does not suggest or teach a method of building a custom specification and a quote for purchasing or leasing a piece of equipment by a potential customer from a salesperson. To the contrary, Henson's system is merely a web-based online store having a configurator, a cart, a checkout, and a database, further in which a user interface of the online store (see at least the Abstract of Henson). In addition, Henson does not appreciate, nor does it provide any solutions, to the problems addressed in the background of the present invention. Thus, Applicant respectfully submits that claim 23 patentably distinguishes over Henson.

Claim 24 also recites the features discussed above and therefore is patentable over Henson. Claims 25 and 27-31 which are dependent from claim 24 are also patentable for at least the same reasons discussed above.

None of the other cited references remedy the deficiencies of Henson. Thus, Applicant respectfully submits that claims 23-25 and 27-31 are in condition for allowance.

Conclusion

This response is being submitted on or before February 10, 2008, making this a timely response. The Commissioner is authorized to charge the required fee of \$1,050.00 for a three-month extension of time and a fee of \$810.00 for filing a Request for Continued Examination to Deposit Account 04-1420. It is believed that no additional fees are due in connection with this filing. However, the Commissioner is authorized to charge any additional fees, including extension fees or other relief which may be required, or credit any overpayment, to Deposit Account No. 04-1420.

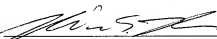
In view of the above, it is respectfully submitted that the present application is in condition for allowance. Reconsideration of the present application and a favorable response are respectfully requested.

If a telephone conference would be helpful in resolving any remaining issues, please contact the undersigned at (612) 752-7367.

Respectfully submitted,

**DORSEY & WHITNEY LLP**  
**Customer Number 25763**

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By:   
Min (Amy) S. Xu  
Reg. No. 39,536